

CW Cincinnati

Millennium Washington DC

MNAT

National

WINNING OUR FUTURE

02/28/12 - 03/06/12

GEB International

02/28/12 / 02/28/12 **GENERAL**

Sales Office: Sales Region:

Primary AE:

Name:

Order / Rev:

Alt Order #:

Estimate:

Product Desc:

Flight Dates:

Order Type:

Original Date / Rev:

Buying Contact:

Billing Contact:

3931 S. Sherwood Forrest Blvd

Baton Rouge, LA 70816

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

Advertiser

Orders

Agency

Name:

Winning Our Future

Demographic: Product Codes: A35+

7659

09672503

Priority:

P-3

Revenue Codes:

Issues/Propositions

AGY, POL-ISS, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

End Date # Spots Gross Amount Net Amount Start Date 03/05/12 \$1,285.00 \$1,092.25 02/27/12 11

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2012	11	\$1,285.00	\$1,092.25	0.00
Totals	11	\$1,285.00	\$1,092.25	0.00

Account Executives

Sales Office Account Executive Sales Region Start Date / End Date Order % Start Of Order - End Of Order 100% Millennium Washington DC

Order Share Share Total 2% \$1,285.00 CW Cincinnati 100% \$64,250.00 Market

Competitive Share	Share	Total
UNKWN	1%	\$642.50
WCPO	38%	\$24,415.00
WKRC	35%	\$22,487.50
WLWT	16%	\$10,280.00
WSTR	2%	\$1,285.00
WXIX	6%	\$3,855.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 EKRC	02/28/1	2 03/05/12	M-Su 10p Local 1	12 New£M	10p-1035p	MTWTFSS	:30	2	\$150.00P-3	0.00 NM	2	\$300.00
			M-Su 10p Local	12 News								
NEWS												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
Week: 02/	28/12	03/05/12	MTWTFSS	2	\$150.00	0.00						
E 2 EKRC	02/28/1	2 03/05/12	M-F 1p-2p	CM	1p-2p	MTWTF	:30	2	\$80.00P-3	0.00 NM	2	\$160.00
			M-F 1p-2p									
FEUD										I		
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
Week: 02/	28/12	03/05/12	MTWTF	2	\$80.00	0.00						
E 3 EKRC	02/28/1	2 03/05/12	M-F 2p-3p	CM	2p-3p	MTWTF	:30	3	\$65.00P-3	0.00 NM	3	\$195.00
			M-F 2p-3p									
1 &O CI												

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Order / Rev:

7659

Start

09672503

End

Advertiser:

Product Desc:

Break Start/End Time Days

Winning Our Future

MTWTF--

MTWTF--

MTWTF--

0.00

0.00

Alt Order #: Flight Dates:

Ln Ch

AFHV

2.5 MEN

Start Date

Start Date Week: 02/28/12

02/28/12 - 03/06/12

Estimate:

WINNING OUR FUTURE

Len Spots

3

2

2

:30

:30

:30

CW Cincinnati

Rtg Type Spots

0.00 NM

0.00 NM

0.00 NM

Rate Pri

\$65.00P-3

\$90.00P-3

\$225.00P-3

Amount

\$195.00

\$180.00

\$450.00

E 3 EKRC 02/28/12 03/05/12 M-F 2p-3p СМ 2p-3p M-F 2p-3p L&O CI Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF--\$65.00 03/05/12 Week: 02/28/12 E 4 EKRC 02/28/12 03/05/12 M-F 5p-6p CM 5p-6p

Inventory Code

M-F 5p-6p Weekdays Spots/Week Rate Rating

CM

End Date MTWTF--Week: 02/28/12 03/05/12 E 5 EKRC 02/28/12 03/05/12 M-F 7p-730p

03/05/12

M-F 7p-730p

End Date

Weekdays Spots/Week MTWTF--

Rate \$225.00

\$90.00

7p-730p

Rating

0.00

Totals 11 \$1,285.00

2

2